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evolution guide workbook



Evolve, Connect, Inspire: A Heart-Centered Approach to Business & Life

Throughout my career, predominantly made up of marketing agencies, corporate communications and consulting, the primary driver of ethics was always front and center. But over the years I've learned that simple ethics aren't enough. Not enough for business. Not enough for me personally. Not enough for the world. We can do better.

We are entering the democratic age and business now is shifting to the heart. Loyalty, productivity, talent attraction and retention, creativity and innovation, customer preference, community and the bottom line. It's the right thing to do on every level.

I had always referred to myself as a "marketing guy." But looking back, putting that label on me was so limiting. I was much more than a "marketing guy." I was a systematic thinker, a creative individual, a dreamer, a connector, an efficiency and process expert. As people, we don't fit nice and neatly into boxes, so why should I? That was the beginning my journey.

A Journey to the Core

Fast forward to just over a year ago. With the need to differentiate my consulting business – get me out of a box – I put myself through a personal branding exercise. It took several months and was the most extensive exercise I had ever put myself through. But in the end it wasn't my consulting business that I was outlining, but my own core values.

Through this exercise, I am now happy to say that I can articulate exactly what my core values are:

Service – A sense of doing more for humanity and human rights
Compassion – A true sense of giving and helping others
Organization – Forethought and planning, systematic, efficient
Accomplishment – Driven and motivated to accomplishment and providing value

This is who I am. With these values, through my work, I help individuals, departments and organizations Evolve, Connect and Inspire. That is my value, my Self, my heart-centered approach.

So what does this all mean? It means that every action that I spend my time on supports these core values. From a marketing and branding perspective it's consistency and brand strengthening, from a personal approach. It feeds and nurtures who I am and from a client perspective, it's passionate value.

Heart-Centered Creativity

You see... as part of this process of identifying my values, my heart was now opening up wider than it had ever been before. An awakening to a higher consciousness! I was seeing colors more vibrantly, my senses were heightened, my work was better, my creativity was off the charts. I was feeling deeper than ever before. I was evolving.

Speaking of my creativity, I self-published a book, Train to the Moon. Now this book isn't about marketing or organizational efficiencies, but a love story of two souls connected in spirit. I think this shocked a lot of people, but this is just an example



of the new level of creativity flowing effortlessly from me. It had always been there, but had just been hidden away until my heart finally knocked my mind out of the way and took control. I have never felt such freedom, such power and it's all because of my heart-centered approach to everything. Work... life... everything now honors my Self.

And as if that wasn't enough, the planets were aligning and things were just falling into my lap. I was meeting some amazing individuals and developing new relationships, new connections... all of which supported me and my values. I also became a PeaceWalker Project Conflict Management Certified Coach and was chosen to be one of ten certified consultants representing WorldBlu and the mission of workplace democracy, two opportunities that directly fell in line with the direction I envisioned myself and my business heading.

Conclusion

So, I know this is a lot of talk about me, but use my journey and this workbook as a guide. My journey is one of absolute transparency, a new perspective on work and life, and one that everyone is capable of. This new level of consciousness resides in us all, and I challenge you to evolve and shift to a heart-centered approach. You will not regret it and ultimately, neither will everyone around you.

The main point I want to make is to first, be true to your Self and identify your values. Then do anything and everything you can to support and nurture them. That is where the evolution really takes off. You will see a difference personally and professionally. This is honoring your Self and moving into a higher consciousness. This is a good thing for all of us.

With me and this heart-centered feeling approach, I'm making a difference and I feel that I am just scratching the surface. I am discovering new things every day about my Self and this beautiful world in which we live in. There is so much more in me. I am making this world better, and I'm just beginning.

I challenge you to open your heart, to evolve and to honor who you truly are. You will be amazed at the results.



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Where are you now?
Where are you going?
What are your challenges and obstacles?
What is your brand and is it accurate?
Is your brand communicated?
Is your brand known internally and externally?
How do you measure success?
Are your metrics outlined and do they work?

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Are you/is your team working efficiently and effectively?
Are you/is your organization working efficiently and effectively?
What are your current “connection” challenges?
How large is your resource network?
How involved are you in industry associations?
How do you add value to your customers and industry?

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How is the morale?
What are the current challenges?
How are your overall sales?
What is the empowerment mechanism for positive change?
Is your value identified and communicated?
What is the level of knowledge and expertise?
What is the motivation level?
How are you raising it?

*Evolve, Connect, Inspire –
Marketing Fusion, Driving Empowerment & Change*

People/organizations I admire:

Why I admire them:

Organize

Review the previous section and identify the top 3 overarching themes that the majority of your above responses can fit under.

How does this feel?

Generate a word cloud and review.

Theme/Value/Platform

Develop a narrative with bullet points that support the Organize overarching themes.

Generate a word cloud and review.

How does this feel?

Revise and refresh as necessary until it feels right.

Definition

Who: _____

What: _____

Why: _____

Where: _____

When: _____

How: _____



Mind Map Your Definition

And then overlay your theme/value/platform with each of your mind map elements. Do they connect and support?

Validation

Your mind map with the theme overlay . . . how does this feel? Was there an “ah ha” moment? If not, go back and sit with the section where there was some disconnect. Think on it, revise it, and then proceed to the next step when you are ready. When it's right, you will know.

Connect the Dots

Your theme . . . what do I need to do to get there? What actionable steps can you do now?



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Marketing fusion driving empowerment and change through organizational evolution, connection and inspiration to enable you to reach your true potential.

A professional of 20 years embarking on a life-changing career direction guided by values, purpose and skill-set. By incorporating a heart-centered approach, utilizing experience, process and change disciplines, Babacita initiates marketing fusion, driving empowerment and change through individual and organizational evolution, connection and inspiration to enable clients to reach their true potential.

Core service offerings are aligned to the mission of Evolve, Connect and Inspire and aimed at making a difference on individual, organizational or corporate levels.